

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
 PROMOTIONAL COORDINATOR
 8899 MAIN STREET
 WILLIAMSVILLE, NY 14221
 (716) 634-4179
 FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

TO:	RJR ACCOUNT #: #533288	CC:	S. SCHWALM
	MR. B. CORRIGAN JONES MCINTOSH, INC.	CC:	
FAX #:	(315) 463-4866		

PARTNERS PROMOTION REPORTING: DOR_SEPT_JACKPOT (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	7	1 (ONE CTN)	210
25469	6M		DORAL MEN LT 100	7	1 (ONE CTN)	
25468	6M		DORAL 100	7	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	7	1 (ONE CTN)	

PRODUCT PO # N/A

DISPLAYS / PREMIUMS PO # N/A

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$9,412.53	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
204	NO. OF DISPLAYS ON CUSTOMER LIST
\$392.00	PACKING PAYMENT (\$14.00 X 28 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
6	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

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WORKPLAN VAR TEMPLATE LISTING

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 DATE: 98-07-07
 TIME: 01:08 PM

WHOLESALER : 533288 JONES MCINTOSH TOBACCO CO. <DIRECT>
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT
 TEMPLATE SEQ : 0919
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162238	337722	VILLAGE STOP N SHOP	665 S MAIN ST	CENTRAL SQUARE	NY	13036	1				(315)676-2347
162202	162232	608027	DUNDEE'S NEWSTAND	39 WATER STREET	AUBURN	NY	13021	6				CIG (315)255-1021
162202	162232	785016	D&M GROCERY	14 SWIFT ST	WATERLOO	NY	13165	6				CIG (315)539-0602
162202	162232	801521	CHAIN'S V	380 E MAIN ST	WATERLOO	NY	13165	6	2174-0000			CIG (315)539-0601
162202	162232	801519	CHAIN'S IV	ROUTE 31 W	CLYDE	NY	14433	6	2174-0000			CIG (315)923-3742
162202	162232	738679	MC'S	247 W GENESEE ST	AUBURN	NY	13021	6	2174-0000			CIG (315)539-0601
162202	162232	744019	CHAIN'S SMOKESHOP	76 OVID ST	SENECA FALLS	NY	13148	6	2174-0000	6513	CIG	(315)568-9268
162202	162230	464894	SUNSHINE MINIMART	# 3000 BELGIUM RD	BALDWINSVILLE	NY	13027	2				(315)638-4090
162202	162232	632847	HESS #32275	193 GRANT AVE	AUBURN	NY	13021	2	0353-0100			(315)255-2935
162202	162230	647727	A-PLUS MINI MARKET	7653 MORGAN RD.	LIVERPOOL	NY	13090	1	0362-0102			(315)652-7427
162202	162237	655485	MS GILL A-PLUS	5136 TAFT & BUCKL	LIVERPOOL	NY	13088	1	0362-0102			(315)457-1094
162202	162230	718856	BALDWINSILLE A-PLU	35 E GENESEE ST	BALDWINSVILLE	NY	13027	5	0362-0102			(315)635-6035
162202	162237	762308	GALEVILLE GROCERY	412 OLD LIVERPOOL	LIVERPOOL	NY	13088	2				(315)457-2020
162202	162232	762400	TRICOUNTY APLUS	2632 DOWNER ST	BALDWINSVILLE	NY	13027	5	0362-0102			(315)635-3556
162202	162232	785031	WEST SIDE GAS-N-GO	304 W GENESEE ST	AUBURN	NY	13021	3				(315)258-0927
162202	162238	796285	SUNOCO	5824 E TAFT RD	NORTH SYRACUSE	NY	13212	2	0362-0102	C405		(315)458-3903
162202	162230	491331	JOHN GLENN SERVICE	7435 OSWEGO RD	LIVERPOOL	NY	13090	1				(315)457-5132
162202	162232	432036	104 STORE	13824 STATE ROUTE	RED CREEK	NY	13143	4				(315)754-8164
162202	162238	435553	GREAT NO MOBIL SERV	4031 STATE ROUTE	LIVERPOOL	NY	13090	1				(315)652-4537
162202	162238	350263	STRUPPLERS BIG M 72	909 W FIRST ST	FULTON	NY	13069	5				(315)592-4523
162202	162232	284661	NOBLES CONV MART	7802 MAPLE RD	BALDWINSVILLE	NY	13027	1		0976		(315)635-1223
162202	162237	328323	SUNSHINE MINI	500 OLD LIVERPOOL	LIVERPOOL	NY	13088	3				(315)453-6344
162202	162232	075877	NORTHSIDE FOOD & BE	233 NORTH ST	AUBURN	NY	13021	1				(315)252-1235
162202	162237	088579	PLANK RD MINI MART	523 S MAIN ST	NORTH SYRACUSE	NY	13212	3				(315)458-5624
162204	162226	224394	JUNEBERRY MOBIL/F	RT 26 SOUTH	VESTAL	NY	13850	1	NYS			(607)754-9924
162205	162237	022805	OGDEN MINI MART	6325 THOMPSON RD	SYRACUSE	NY	13206	1				(315)463-2905
162205	162230	779482	ABE'S SHOP RITE	100 GEDDES ST	SYRACUSE	NY	13204	3				(315)471-2266
162205	162237	790587	C+C MINI MART	1431 NO SALINA ST	SYRACUSE	NY	13208	4				(315)479-5080
162205	162237	762093	CHASES SMOKE SHOP	2829 JAMES ST	SYRACUSE	NY	13206	1				(315)463-9334
162205	162237	778411	SMOKEYS TOBACCO&NEW	708 BUTTERNUT ST	SYRACUSE	NY	13208	2				(315)471-9660
162205	162230	656818	EXPRESSWAY MKT	3226 S. SALINA ST	SYRACUSE	NY	13205	2				(315)492-2574
162205	162230	689192	OLYMPIC NEWS 2	441 S SALINA ST	SYRACUSE	NY	13202	2				(315)424-1336
162205	162237	696028	MAJOR GASLAND INC.	1825 TEALL AVE	SYRACUSE	NY	13206	1	0362-0102			(315)437-6096
162205	162237	660937	ROSE'S CORNER MKT	539 COURT ST	SYRACUSE	NY	13208	2				(315)475-0143
162205	162237	500127	THE DEPOT	6497 E SENECA TPK	JAMESVILLE	NY	13078	1				(315)492-4741
162205	162233	722156	DEB'S DISCOUNT	47 GENESEE ST	GREENE	NY	13778	1				(607)656-5404
162205	162237	731954	GOLDEN MKT 2, INC.	1701 COURT ST	SYRACUSE	NY	13208	4				(315)454-2013
162205	162237	535904	HALEY MARKET	824 HALEY AVE	SYRACUSE	NY	13203	3				(115)476-0735
162205	162230	375584	OLYMPIC NEWS	109 S WARREN ST	SYRACUSE	NY	13202	1				(315)474-9564
162205	162230	750579	BILL BROTHERS MARKE	218 PORT WATSON S	CORTLAND	NY	13045	1				(315)1753-9748
162205	162237	753152	K-1 CONVENIENT	2204 BURNET AVE	SYRACUSE	NY	13206	1				(315)434-8890
162205	162230	632833	WEEKS ATLANTIC	20 GENESEE ST	CAMIILLUS	NY	13031	1				(315)672-8808

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TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162205	162237	696125	STAFFORD CONVENIENC	372 STAFFORD AVE	SYRACUSE	NY	13206	1				(315)433-0124	
162205	162237	703571	KLEEN FOOD 2	500 CATHERINE ST	SYRACUSE	NY	13203	2				(315)474-4354	
162205	162237	649134	A-PLUS #4389	2500 ERIE BLVD.	SYRACUSE	NY	13224	1	0362-0102	042416		(315)446-1921	
162205	162230	431998	POOLERS GROC & DELI	301 S LOWELL AVE	SYRACUSE	NY	13204	2				(315)476-3720	
162205	162237	732125	CFM #87001	356 N MIDLER AVE	SYRACUSE	NY	13206	1				(315)432-0152	
162205	162237	739321	GOLDEN MARKET	1008 BUTTERNUT ST	SYRACUSE	NY	13208	5				(315)423-3773	
162205	162231	569765	C & Y CONVENIENT	53 RIDGE RD	LANSING	NY	14882	1				(607)533-7840	
162205	162237	706005	FAMILY FOOD MARKET	814 BUTTERNUT ST	SYRACUSE	NY	13208	1				(315)474-0721	
162205	162230	721872	NELSON'S NEWS	1 MONY PLZ	SYRACUSE	NY	13202	2				(315)478-5723	
162205	162237	621049	LUCKY 7	3100 COURT ST	SYRACUSE	NY	13206	5				(315)463-0491	
162205		478200	SABASTINO'S PIZZA	447 WESTCOTT ST	SYRACUSE	NY	13210	1				(315)478-5347	
162205	162230	391370	NEIGHBORHOOD FOODS	139 N GEDDES ST	SYRACUSE	NY	13204	3				(315)474-7704	
162205	162230	042749	DIMARIA'S NEWS	325 GIFFORD ST	SYRACUSE	NY	13204	3				(315)476-1757	
162205	162237	043361	NORTHERN LTS. MOBIL	2801 BREWERTON RD	MATTYDALE	NY	13211	3				(315)455-1107	
162205	162230	060876	OGDEN MINI MART	1883 STATE FAIR B	SYRACUSE	NY	13209	1				(315)638-7130	
162205	162230	171329	LAFAYETTE IGA #810	2512 ROUTE 11	LA FAYETTE	NY	13084	1				(315)677-3301	
162205	162230	171656	DURSTONS	515 W GENESEE ST	SYRACUSE	NY	13204	3				(315)471-1823	
162205	162237	173012	ROCKYS NEWS	447 N SALINA ST	SYRACUSE	NY	13202	2				(315)422-1997	
162205	162230	173166	BRILBECKS MARKET	620 ULSTER ST	SYRACUSE	NY	13204	1				(315)422-0606	
162205	162230	305318	COSTA'S MARKET	75 WEST STREET	HOMER	NY	13077	4	NYS			(607)749-4656	
162206	162233	171389	SKIPS MARKET	116 N MAIN ST	SHERBURNE	NY	13460	2		8016		(607)674-9058	
162206	162236	762348	MILLERS MOBIL	125 E MANLIUS ST	EAST SYRACUSE	NY	13057	3				(315)463-0943	
162206	162236	777258	A-PLUS MINI #4414	131 S JAMES ST	ROME	NY	13440	1	0362-0102	7110		(315)339-4881	
162206	162236	660680	J&K BEVERAGE	1 LENOX AVE	ONEIDA	NY	13421	2				8221 (315)363-9685	
162206	162233	294072	ETC ETC	ROUTE 23	ONEONTA	NY	13820	6				CIG (607)432-8172	
162206	162234	712280	COOPERSTOWN NEWS	69 MAIN ST	COOPERSTOWN	NY	13326	1				(607)547-4477	
162206	162235	725856	NARAYAN CONV., INC.	1148 FLOYD AVE	ROME	NY	13440	2				(315)336-6820	
162206	162237	662855	A-PLUS #4212	3492 ERIE BLVD E	DEWITT	NY	13214	1	0362-0102			(315)446-6241	
162206	162236	519349	FYLER RD CONVENIENC	991A FYLER RD	KIRKVILLE	NY	13082	2				(315)687-3400	
162206	162236	739433	CENTRAL DISTRIBUTIN	201 SCONONDIA ST	ONEIDA	NY	13421	1				(315)363-2080	
162206	162235	760345	RJ'S MARKET	600 MOHAWK ST	UTICA	NY	13501	1				(315)733-7026	
162206	162235	599498	JAMES ST MARKET	401 JAMES ST	UTICA	NY	13501	1				(315)733-8013	
162206	162237	171685	TEMPLE DAIRY	312 PAYETTE ST	MANLIUS	NY	13104	1				(315)682-6367	
162206	162235	400859	TOMA'S MOHAWK MINI	1160 MOHAWK ST	UTICA	NY	13501	3	NYS			(315)732-5670	
162602	162630	679258	TUBBY'S DELIRANT	1097 LONG POND RD	ROCHESTER	NY	14626	1				(716)227-0120	
162602	162621	763789	PERNA'S MOBIL	3785 CHILI AVE	CHURCHVILLE	NY	14428	1				(716)889-9306	
162605	162624	657233	VALVANO'S CLIFTON N	22 W MAIN STREET	CLIFTON SPRING	NY	14432	3		8055		(315)462-5297	
162605	162624	750230	VALVANO'S PALMYRA NE	212 E MAIN ST	PALMYRA	NY	14522	2				(315)597-8851	
162605		739405	AUSTIN PETRO, INC.	PO BOX 1031	MORAVIA	NY	13118	5		4513		(315)497-2238	
162605	162231	579857	NEWFIELD SUNNY'S	1253 W DANBY RD	NEWFIELD	NY	14867	2				(607)275-0129	
162605	162624	654787	VICTOR CONVENIENCE	6373 VICTOR MANCH	VICTOR	NY	14564	4				(716)742-2150	
162605	162624	418771	VALVANO'S CNTRL NEW	185 S MAIN ST	CANANDAIGUA	NY	14424	2		3102		(716)394-1176	
162605	162624	268994	NORTHSIDE GROCERY	1202 N MAIN ST	NEWARK	NY	14513	3	NYS	5448		(315)331-7438	

PAGE BREAK TOTAL ACCOUNTS 85 TOTAL QUANTITY 204

TEMPLATE TOTAL ACCOUNTS 85 TOTAL QUANTITY 204

51852 2083

We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

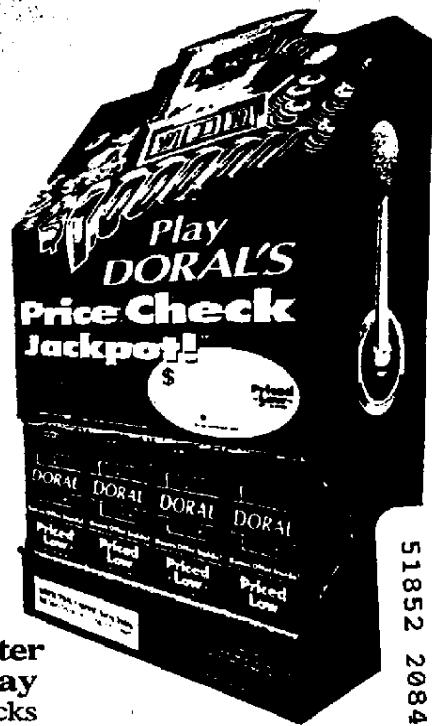
In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card
w/Entry Forms



Wobbler



Counter
Display
(40 packs
per display)

Additional Support Pieces:*

Pack Outlet

Small Poster

Cigarette/Tobacco Store Outlet

Large Poster

Banner

Standee

Adhesive numbers and a pricing pen will be included for you to price the materials.

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